

Multimedia Appendix 10. The recurring users' profile including demographic variables, frequent outdoor activities (occupational, recreational and peridomestic), and owning a pet as reported in the enrollment survey. The Odds ratios and *P*-values of the bivariate logistic regressions assessing the likelihood of being a recurring user vs. no interacting with The Tick App beyond the enrollment survey.

	Percentage	Total n	OR (CI ₉₅)	P
Gender				
		721		
Male	49.6		1.0	-
Female	49.5		1.0 (0.8-1.2)	0.8
Other/prefer not to say	0.9		0.4 (0.1-1.0)	0.04
Age				
		719		
18-24	6.5		1.0	-
25-34	16.3		0.8 (0.5-1.2)	0.3
35-44	20.2		0.8 (0.5-1.3)	0.4
45-54	19.9		1.1 (0.7-1.7)	0.7
55-64	24.5		1.2 (0.8-1.9)	0.4
65 or older	12.6		0.9 (0.5-1.5)	0.7
Pet owner				
		716		
No	32.5		1.0	-
Yes	67.5		1.1 (0.9-1.4)	0.2
Activities				
Work or volunteer outdoors				
		718		
No	52.1		1.0	-
Yes	47.9		1.3 (1.1-1.6)	<0.01*
Frequent outdoor activities				
		712		
No	19.5		1.0	-
Yes	80.5		1.7 (1.4-2.2)	<0.001**
Frequent peridomestic activities				
		715		
No	33.6		1.0	-
Yes	66.4		1.2 (0.9-1.5)	0.1

*0.01<p<0.05 **0.001<p<0.01